

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In Re Application of)	
)	
MEDIA GENERAL BROADCASTING OF)	File No. BRCT-20041001AQF
SOUTH CAROLINA HOLDINGS, INC.)	Facility ID No. 66398
)	
For Renewal of License for)	
Station WMBB(TV), Panama City, FL)	

ORDER

Adopted: January 26, 2005

Released: January 27, 2005

By the Chief, Video Division, Media Bureau:

1. The Chief, Video Division, Media Bureau, acting pursuant to delegated authority, hereby considers the request of Media General Broadcasting of South Carolina Holdings, Inc. ("Media General"), licensee of WMBB(TV), Panama City, Florida, for an extension of time to file an opposition to a "Petition To Dismiss or in the Alternative to Deny" the above-captioned renewal application filed by the NAACP and Free Press on January 3, 2005. Media General's opposition pleading is currently due to be filed by February 2, 2005. The request is unopposed.

2. In its request, Media General seeks an extension of time until February 16, 2005 to file its opposition pleading. It represents that the requested extension is necessary to accommodate both its and its attorneys' schedules. In this regard, it reports that Media General and its parent corporation are preparing renewal applications due February 1, 2005 for two of its other stations. In addition, the licensee is fully engaged in reviewing and preparing its 26 television stations' compliance with the new DTV rules and policies recently adopted by the Commission. Media General also states that the brief extension will also accommodate its attorneys scheduling for these and other matters pending before the Commission and the courts involving Media General and other clients. In particular, Media General states that a petition for *certiori* in *Prometheus Radio Project v FCC*, 373 F. 3d 372 (3rd Cir. 2004), is due on January 31, 2005. Finally, Media General maintains that the requested brief extension will not unduly delay the resolution of this proceeding.

3. We believe that a brief extension of time will not unduly delay the resolution of this proceeding and will allow for the submission of a more thorough response to the matters raised. In addition, we do not expect to receive any further requests for extension from the applicant in this proceeding.

4. Accordingly, IT IS ORDERED, That Media General's request for an extension of time until February 16, 2005 to respond to the "Petition to Dismiss or in the Alternative to Deny" IS GRANTED.

FEDERAL COMMUNICATIONS COMMISSION

Barbara A. Kreisman
Chief, Video Division
Media Bureau